

Sports Marketing

Standard 1.2

Marketing Of & Through Sports

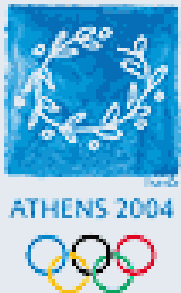
What IS Sports Marketing

- Sports Marketing is the application of marketing principles to sports properties and to non-sports products using sports.
- Simply:
 1. Sports Marketing is the Marketing of Sports
 2. Sports Marketing is Marketing Through Sports

Marketing OF Sports



- Applying marketing Principles to the marketing of a “Sports Property”
- Sports Properties:
 - League
 - Athlete
 - Program
 - Competition
 - Team
 - Stadium
 - Event
 - Contest
 - Arena
 - Meet



“Playas” In Mktg OF Sports

- Teams
- Leagues
- Venues
- Athletes
- Agents
- Intermediaries

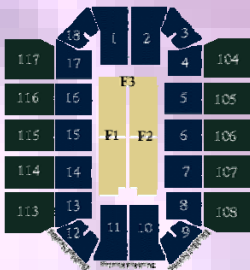
WHAT IS THEIR JOB?

4 P's – Marketing OF Sport

- Planning
 - Products
 - Services
- Pricing
- Promotions
- Distribution (Place)



Marketing OF SPORTS



BYU News
Brigham Young University
Release

Marketing THROUGH Sports

- Marketing of Non-Sports products or services using sports as a media
- Using a team or event for marketing

swatch

Coca-Cola

John Hancock

Kodak



Borrowed Equity

- Corporate Marketing Through Sports
- Utilize the draw of the event for promotion
 - Within Audience & Through Broadcast
 - Increase Sales
 - Increase Awareness
 - Be More Competitive
 - Reach the Target Market
 - Build Relationships
 - Develop a Corporate Image



4 P's – Marketing Thru Sports

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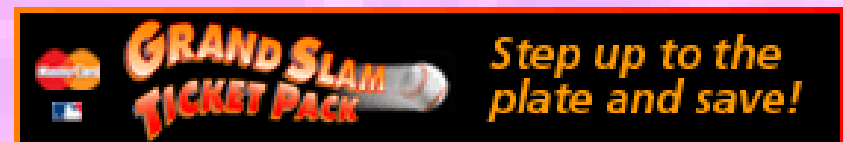
What is Marketed at Sports Events?

- Sponsor products or services
- Traded products or services
- Public Service Announcements (Ideas)
- Other???



JOHN DEERE

Marketing THRU SPORTS

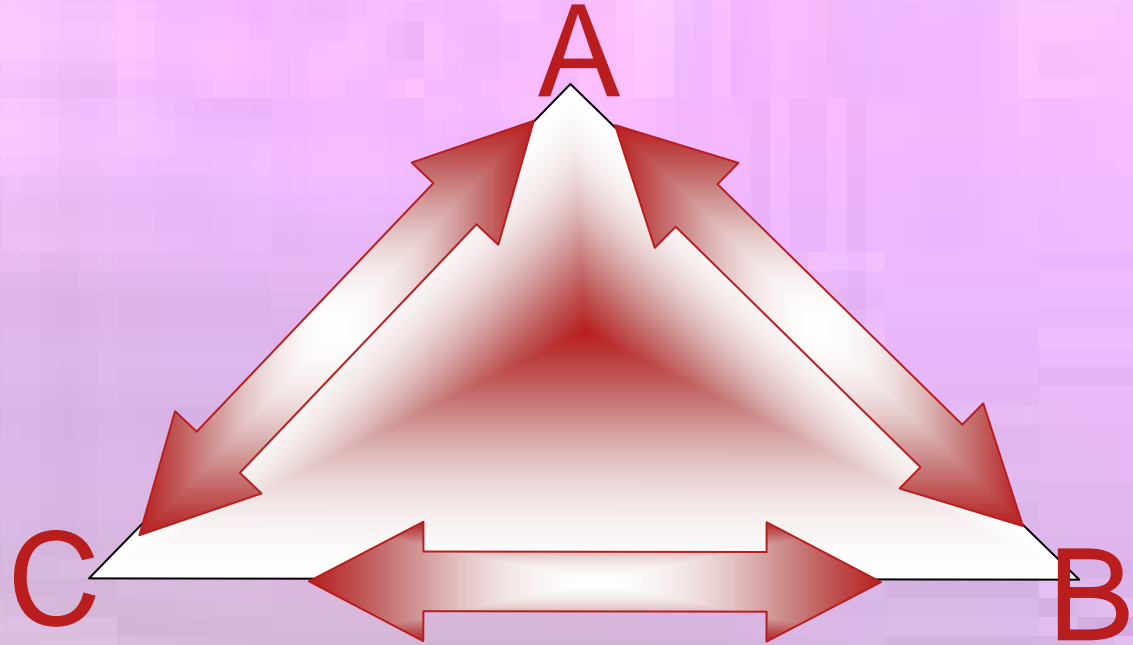


Event Triangle

- The model for studying the exchanges developed in Sports Marketing is formatted as an Event Triangle.
- The Event Triangle emphasizes the relationships between producers and consumers in the sports marketing model.

Event Triangle

- Components of the Triangle:
 - EVENT
 - SPONSOR
 - FAN



The “Event”

- The Event is the sporting event which will draw participants, spectators and sponsors.
- The Event can be amateur or professional.
- The Event may provide entertainment.
- The Event may provide an opportunity for exposure for sponsors.

Examples of Events

- Superbowl
- NCAA “March Maddness”
- World Series
- UHSAA State Playoffs
- Junior Jazz Championship Tournament
- Your High School’s Homecoming



The “Sponsor”

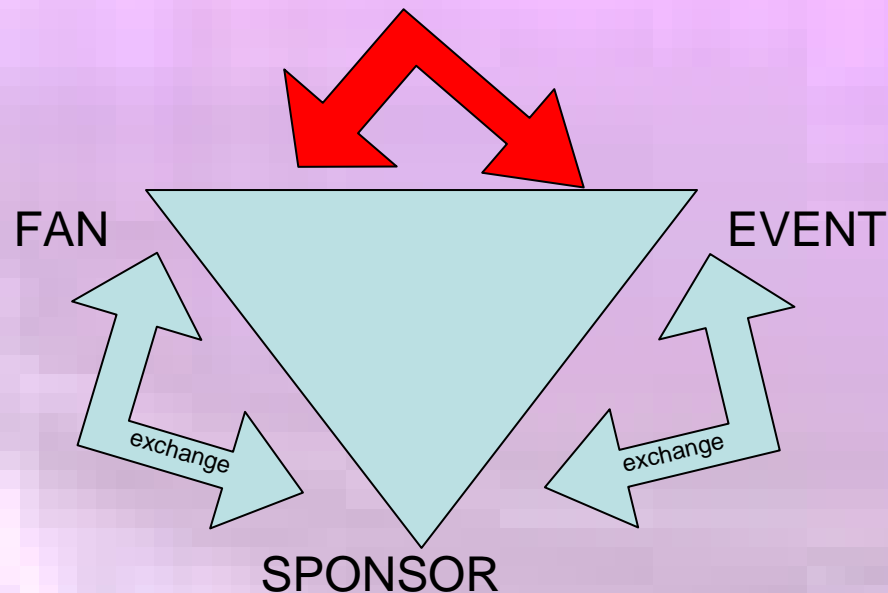
- The Sponsor can use the Event to reach important consumers for the company.
- The Sponsors can utilize the draw of the Event to market its products or services.
- The Sponsor can leverage its relationship to further business opportunities.
- “Borrowed Equity”

The “Fan”

- The Fan typically attends the Event as a source of entertainment.
- The Fan usually pays to attend the Event.
- The Fan may be exposed to promotions for the event and event sponsors.

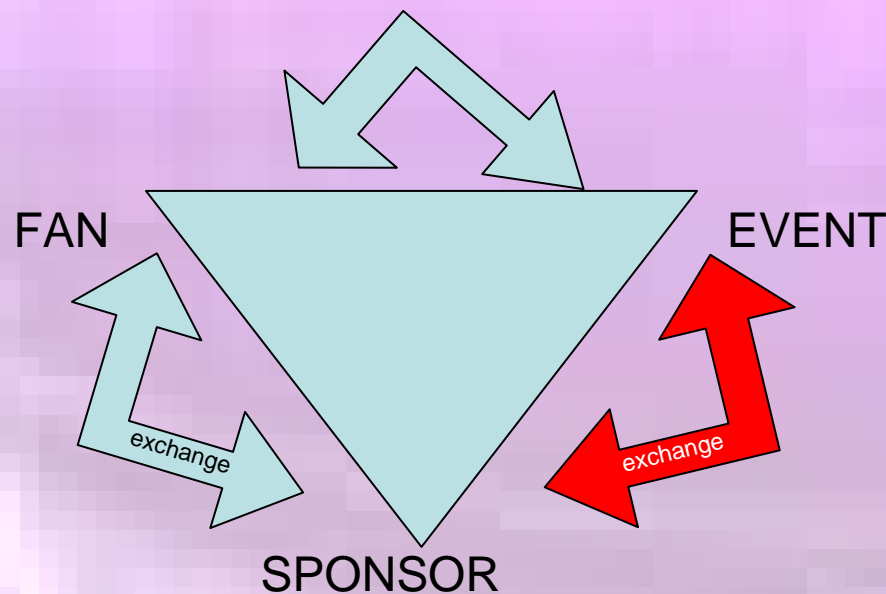
Exchanges in the Triangle 1

- Event \leftrightarrow Fan Exchanges
 - Fan: money
 - Event: entertainment, merchandise, ...



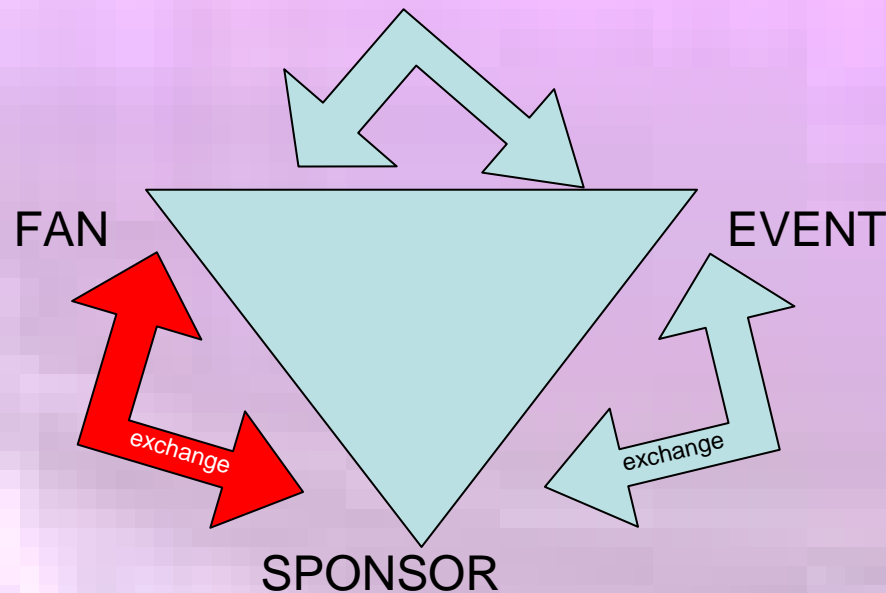
Exchanges in the Triangle 2

- Event \leftrightarrow Sponsor Exchanges
 - Sponsor: money, products, services,...
 - Event: exposure, promotion, sales opportunities,



Exchanges in the Triangle 3

- Sponsor $\leftarrow \rightarrow$ Fan Exchanges
 - Fan: money
 - Sponsor: products or services



Event Marketing Concerns

- Draw
- Promotion
- Sales Opportunities
- Ambush Tactics

The Fan's Role in Sports

- Fan = “Fanatic”
 - Someone who is interested, involved and engaged in the event.
 - Football, Basketball, Baseball, Golf
 - Chess, Darts, Shuffleboard, Curling
 - Fan is the reason for Sports Marketing
 - IS the power behind success of sports
 - IS the economic force
 - SHAPES the game with attention

Effects of Media Broadcasting on the Event Triangle

- Expansion of the Target Market
- Expansion of marketing opportunities
- Expansion of distribution & consumption of the event and ancillary events.
 - Examples: Cable, Satellite, Pay-Per-View

Standard One Projects

- Fantasy Team Organization
 - Team City/Region Research
 - CITY/REGION DRAFT—In Class
 - Team Name Research
 - TEAM COLOR DRAFT—In Class
 - Team Poster– Pennant
 - Team Player Draft
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- Find Examples of Mktg OF Sport
 - Find Examples of Mktg THRU Sport
 - Diagram Event Triangle & Exchanges for an Event

